

89

Facts About Newspapers

A Statistical Summary of the Newspaper Business Published by the American Newspaper Publishers Association

A2350-44

5/89

Daily Newspapers

Sunday Newspapers

Weekly Newspapers

Employment

NEWSPAPERS—KEY TO FREEDOM . . . BULWARK OF AN OPEN SOCIETY

Newspapers provide the keys of detailed information that more than 100 million Americans use each day to unlock the gates of opportunity and knowledge so they can effectively plan and conduct their daily lives.

By providing the facts and analysis that allow informed citizens the means to make responsible, intelligent decisions, newspapers also help to protect the rights and liberties of free citizens in a free society.

In fulfilling their role as a bulwark of democracy, newspapers must be economically strong to afford the independence to challenge the political pressures that sometimes seek to thwart the peoples' right to know.

The statistics in this booklet highlight the posture of U.S. and Canadian daily newspapers in 1988, compared with previous years.

United States

☆ Advertising expenditures in U.S. daily newspapers increased by 6.1 percent in 1988 to a total of \$31.2 billion, \$5 billion more than its nearest competition, television.

☆ Newspapers remain the nation's largest advertising medium with 26.3 percent of total 1988 U.S. advertising expenditures.

Circulation

Advertising

Newsprint Consumption

Canadian Newspapers

☆ Newspaper employment increased for the sixth consecutive year to a total of 477,800, an increase of more than 7,000 over revised 1987 totals.

☆ Daily newspaper totals were 1,643 in number with average daily circulation of nearly 63 million. There were 525 morning and 1,150 evening dailies, including 32 "all day" publications.

☆ Sunday newspaper totals increased to 834 in number with circulation of 62.9 million.

☆ Weekly newspapers increased in number and circulation with 7,606 newspapers and more than 52.9 million circulation.

☆ U.S. daily newspapers consumed 9.2 million metric tons of newsprint in 1988, representing 74.7 percent of total U.S. consumption by all users.

Canada

☆ Canadian daily newspapers numbered 111 with average daily circulation of 5,735,124; an increase of one newspaper and 44,535 circulation.

☆ Advertising revenues for Canadian dailies in 1988 increased by 10 percent to a total of \$1.96 billion, \$700 million more than its closest competitor, television.

☆ Canadian daily newspapers continue to lead all other media with 24.4 percent of total advertising revenues—television ranked second with 15.5 percent.

Number of Daily Newspapers

U.S. Morning, Evening and
Sunday Newspapers
1946-1988

Year	Morning	Evening	Total M&E ¹	Sunday
1946	334	1,429	1,763	497
1950	322	1,450	1,772	549
1955	316	1,454	1,760	541
1960	312	1,459	1,763	563
1865	320	1,444	1,751	562
1970	334	1,429	1,748	586
1975	339	1,436	1,756	639
1980	387	1,388	1,745	735
1981	408	1,352	1,730	755
1982	434	1,310	1,711	768
1983	446	1,284	1,701	772
1984	458	1,257	1,688	783
1985	482	1,220	1,676	798
1986	499	1,188	1,657	802
1987 ²	511	1,166	1,645	820
1988 ³	525	1,150	1,643	834

¹There were 32 "all-day" newspapers in 1988. They are listed in both morning and evening columns but only once in the total.

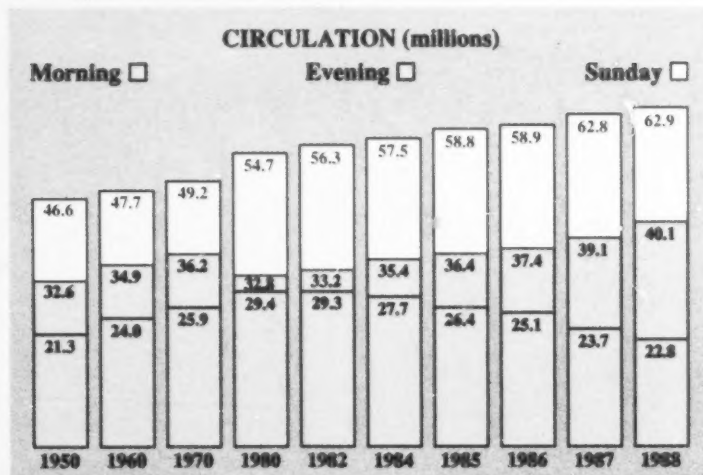
²Revised figures

³Preliminary figures

Source: Editor & Publisher

Daily Newspaper Circulation

U.S. Morning, Evening and Sunday Circulation 1946-1988



Year	Morning	Evening	Total M&E	Sunday
1946	20,545,908	30,381,597	50,927,505	43,665,364
1950	21,266,126	32,562,946	53,829,072	46,582,348
1955	22,183,408	33,963,951	56,147,359	46,447,658
1960	24,028,788	34,852,958	58,881,746	47,698,651
1865	24,106,776	36,250,787	60,357,563	48,600,090
1970	25,933,783	36,173,744	62,107,527	49,216,602
1975	25,490,186	36,165,245	60,655,431	51,096,393
1980	29,414,036	32,787,804	62,201,840	54,671,755
1981	30,552,316	30,878,429	61,430,745	55,180,004
1982	33,174,087	29,313,090	62,487,177	56,260,764
1983	33,842,142	28,802,461	62,644,603	56,747,436
1984	35,424,418	27,657,322	63,081,740	57,511,975
1985	36,361,561	26,404,671	62,766,232	58,825,978
1986	37,441,125	25,060,911	62,502,036	58,924,518
1987 ¹	39,123,807	23,702,466	62,826,273	62,829,875
1988 ²	40,132,107	22,823,395	62,955,502	62,939,574

¹Revised figures

²Preliminary figures

Source: Editor & Publisher

Daily Newspapers by Circulation Groups

NUMBER OF DAILY NEWSPAPERS

DAILIES OVER 50,000

Year	Total	Circulation			Over 250,000	Number Percentage	
		Under 50,000	50,001- 100,000	100,001- 250,000			
Growth (U.S.)							
1946-1988							
1946	1,763	1,564	91	70	38	199	11.3
1950	1,772	1,571	82	84	35	201	11.3
1955	1,760	1,548	94	82	36	212	12.1
1960	1,763	1,540	96	83	44	223	12.7
1965	1,751	1,510	111	88	42	241	13.8
1970	1,748	1,491	127	92	38	257	14.7
1975	1,756	1,504	135	81	36	252	14.3
1980	1,745	1,479	145	86	35	266	15.2
1981	1,730	1,473	138	88	31	257	14.9
1982	1,711	1,455	141	83	32	256	15.0
1983	1,701	1,444	141	79	37	257	15.1
1984	1,688	1,435	134	84	35	253	15.0
1985	1,676	1,418	141	82	35	258	15.4
1986	1,657	1,408	135	77	37	249	15.0
1987	1,645	1,394	137	75	39	251	15.3
1988 ¹	1,643	1,391	138	71	43	252	15.3

¹Preliminary figures

Source: Editor & Publisher

Single Copy Sales Price

U.S. Daily and Sunday Newspapers 1965-1988¹

¹Tables reflect daily and Sunday newspaper single copy sales prices in 5¢ increments to illustrate a trend

Year	DAILY								
	5¢	10¢	15¢	20¢	25¢	30¢	35¢	40¢	50¢
1965	456	892	3	2	—	—	—	—	—
1970	46	1,507	139	5	1	—	—	—	—
1975	4	428	1,153	137	10	1	—	—	—
1980	—	41	497	644	555	9	7	1	—
1985	—	5	31	84	1,245	130	169	3	4
1986	—	3	17	49	1,124	152	302	3	9
1987	—	1	15	32	1,024	145	400	3	21
1988	—	1	11	24	885	130	533	4	53

SUNDAY

Year	5¢	10¢	15¢	20¢	25¢	30¢	35¢	40¢	45¢	50¢	55¢	60¢	65¢	70¢	75¢	80¢	85¢	90¢	95¢	\$1.00	\$1.25
1965	21	128	190	143	45	5	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
1970	2	89	115	140	161	30	35	3	—	4	—	—	—	—	—	—	—	—	—	—	—
1975	—	37	61	49	170	58	157	37	3	51	1	4	—	—	1	—	—	—	—	—	—
1980	—	5	50	25	84	29	121	30	6	291	—	23	5	1	46	—	1	2	—	1	—
1985	—	1	—	5	76	6	26	3	—	282	—	15	1	—	229	2	5	2	1	123	1
1986	—	—	—	1	64	4	18	4	—	262	—	11	1	1	254	—	4	2	2	144	14
1987	—	—	—	—	61	2	18	4	—	226	—	9	1	2	260	—	4	3	2	182	30
1988	—	—	—	—	59	1	14	2	—	208	—	4	1	—	264	—	4	2	—	199	72

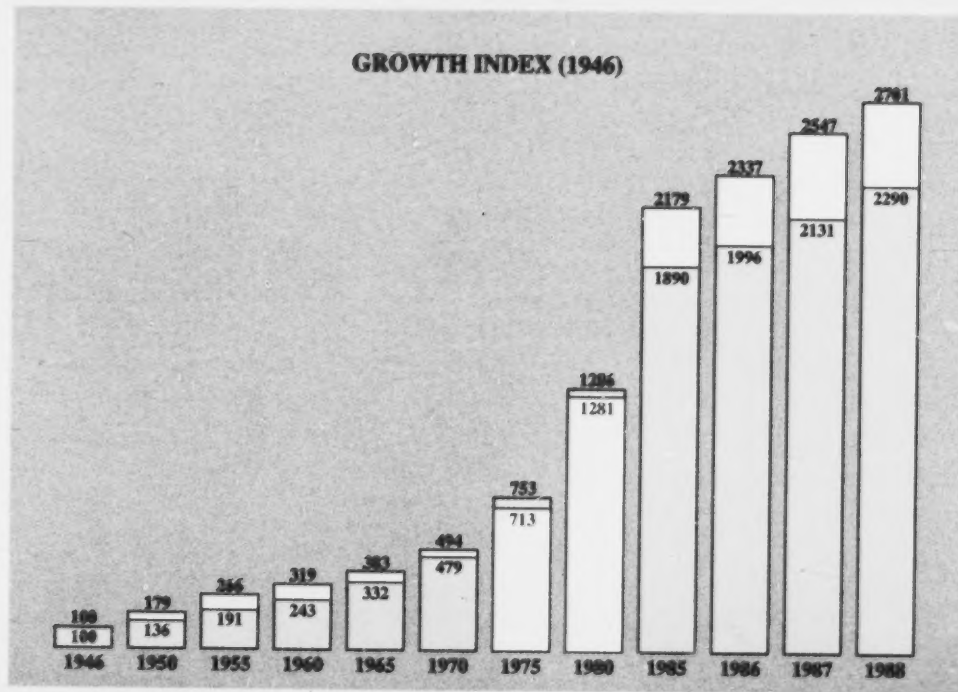
Source: ANPA

Daily Newspaper Advertising Volume

Growth of Daily
Newspaper Advertising
and the U.S. Economy
1946-1988

□ Newspaper
Advertising
Volume

□ Gross
National
Product



Year	National Advertising (millions)	Local Advertising (millions)	Total Newspaper Advertising (millions)	Index	Gross National Product ¹ (billions)	Index
1946	\$ 238	\$ 917	\$ 1,155	100.0	\$ 212.4	100.0
1950	518	1,552	2,070	179.2	288.3	135.7
1955	712	2,365	3,077	266.4	405.9	191.1
1960	778	2,903	3,681	318.7	515.3	242.6
1965	784	3,642	4,426	383.2	705.1	332.0
1970	891	4,813	5,704	493.9	1,015.5	479.1
1975	1,109	7,125	8,234	712.9	1,598.4	752.5
1980	1,963	12,831	14,794	1280.8	2,732.0	1286.3
1981	2,259	14,269	16,528	1430.9	3,052.6	1437.2
1982	2,452	15,242	17,694	1531.9	3,166.0	1490.6
1983	2,734	17,848	20,582	1782.0	3,405.7	1603.4
1984	3,081	20,441	23,522	2039.1	3,765.0	1772.6
1985	3,352	21,818	25,170	2179.2	4,014.9	1890.3
1986	3,376	23,614	26,990	2336.7	4,240.3	1996.4
1987 ¹	3,494	25,918	29,412	2546.5	4,526.7	2131.2
1988 ²	3,586	27,611	31,197	2701.0	4,863.1	2289.6

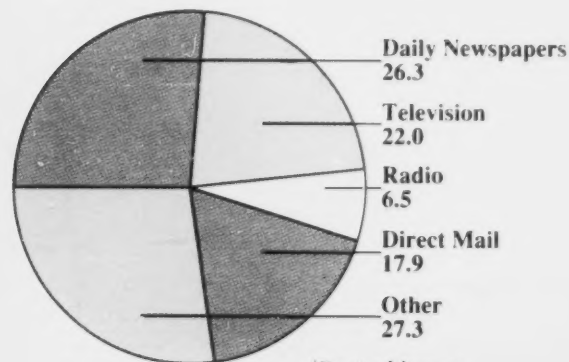
¹Revised figures

²Preliminary estimates

Source: U.S. Department of Commerce,
Newspaper Advertising Bureau Inc.

Newspapers' Share of Advertising Expenditures

1987 and 1988 Sales and Percentages



¹Revised figures

²Preliminary estimates

Source: McCann-Erickson Inc., Newspaper Advertising Bureau Inc.

		1987 ¹ (millions)	% of Total	1988 ¹ (millions)	% of Total	% of Change
Daily Newspapers	Total	29,412	26.8	31,197	26.3	6.1
	National	3,494	3.2	3,586	3.0	2.6
	Local	25,918	23.6	27,611	23.3	6.5
Magazines		5,607	5.1	6,055	5.1	8.0
Television	Total	23,904	21.8	26,040	22.0	8.9
	Network	8,500	7.8	9,395	7.9	10.5
	Spot	13,679	12.5	14,570	12.3	6.5
	Syndication	762	0.7	915	0.8	20.1
	Cable	963	0.9	1,160	1.0	20.5
Radio		7,206	6.6	7,745	6.5	7.5
Farm Publications		196	0.2	220	0.2	12.2
Direct Mail		19,111	17.4	21,215	17.9	11.0
Business Publications		2,458	2.2	2,580	2.2	5.0
Outdoor		1,025	0.9	1,055	0.9	2.9
Miscellaneous	Total	20,731	18.9	22,335	18.9	7.7
	National	10,533	9.6	11,450	9.7	8.7
	Local	10,198	9.3	10,885	9.2	6.7
Grand Total National		60,625	55.3	65,986	55.7	8.8
Grand Total Local		49,025	44.7	52,456	44.3	7.0
TOTAL—ALL MEDIA		109,650	100.0	118,442	100.0	8.0

Advertising Content

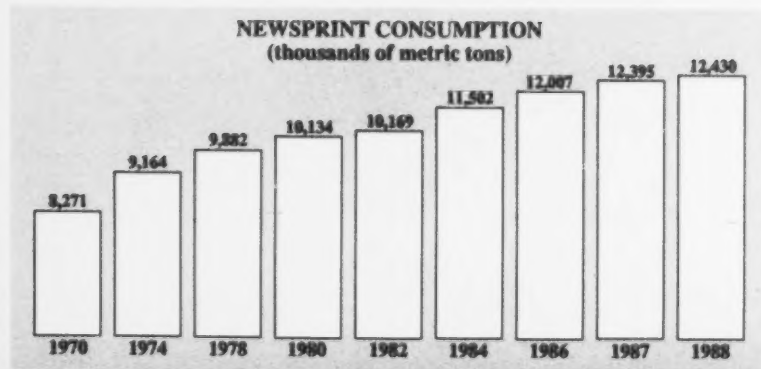
Ratio of Advertising to Total
Content of U.S. Daily and Sunday Newspapers
1946-1988

Year	Morning	Evening	Sunday	Total
1946	52.9%	55.9%	53.1%	54.5%
1950	57.5	60.4	54.6	58.3
1955	60.9	61.8	58.2	60.7
1960	60.2	60.3	56.4	59.4
1965	60.9	61.0	59.1	60.5
1970	61.6	61.4	61.5	61.5
1975	63.2	63.0	65.7	63.7
1980	62.1	59.9	66.8	62.6
1981	61.2	59.7	67.3	62.3
1982	60.6	59.9	67.3	62.2
1983	60.4	60.6	68.0	62.5
1984	60.7	61.2	68.8	63.0
1985	60.4	59.7	69.4	62.8
1986	59.6	58.4	69.6	62.2
1987	59.4	57.6	69.6	62.0
1988		(Not Available)		

Source: Media Records

Newsprint Consumption

Comparison of U.S.
Newsprint Consumption to
National Economic Growth
1970-1988



Year	Newsprint Consumption ¹	Growth Index	Real GNP ²	Growth Index
1970	8,271	100.0	2,416.2	100.0
1974	9,164	110.8	2,729.3	112.9
1978	9,882	119.5	3,115.2	128.9
1980	10,134	122.5	3,187.1	131.9
1981	10,219	123.6	3,248.8	134.5
1982	10,169	122.9	3,166.0	131.0
1983	10,666	129.0	3,279.1	135.7
1984	11,502	139.1	3,489.9	144.4
1985	11,651	140.9	3,618.7	149.8
1986	12,007	145.2	3,721.7	154.0
1987 ²	12,395	149.9	3,847.0	159.2
1988	12,430	150.3	3,995.1	165.3

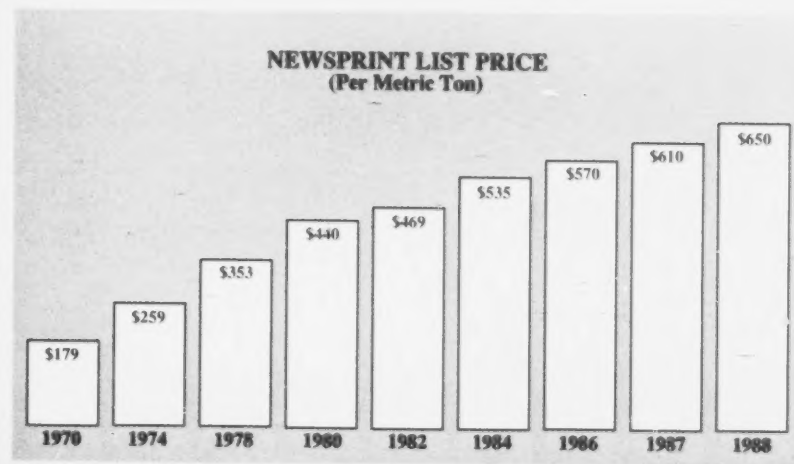
¹30-pound basis weight

²Revised figures

Source: ANPA, U.S. Department of Commerce

Newsprint Prices

Newsprint List Prices in
the Eastern U.S.¹—Per Metric Ton
1970-1988



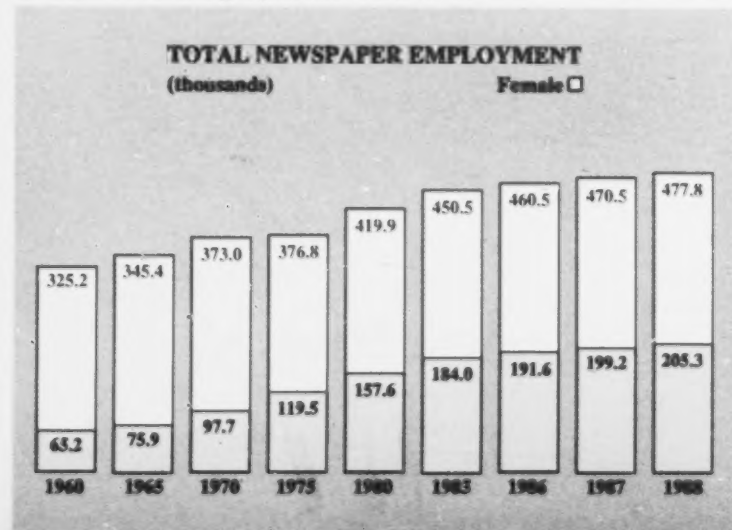
Year	Price	Year	Price
1970.....	\$179	1980.....	\$440
1971.....	188	1981.....	500
1972.....	194	1982.....	469
1973.....	235	1983.....	500
1974.....	259	1984.....	535
1975.....	287	1985.....	535
1976.....	336	1986.....	570
1977.....	336	1987.....	610
1978.....	353	1988.....	650
1979.....	413		

¹Prices cited in effect at end of year,
converted to 30-pound basis weight

Source: ANPA

Employment

Comparison of Newspaper Employment
to Total U.S. Employment 1947-1988



Year	Newspaper Employment (thousands)	Male Total (thousands)	Female Total (thousands)	Growth Index	Total U.S. Employment (thousands)	Growth Index
1947	248.5	N/A	N/A	100.0	57,038	100.0
1950	280.1	N/A	N/A	112.7	58,918	103.3
1955	302.1	N/A	N/A	121.6	62,170	109.0
1960	325.2	260.0	65.2	130.9	65,778	115.3
1965	345.4	269.5	75.9	139.0	71,088	124.6
1970	373.0	275.3	97.7	150.1	78,678	137.9
1975	376.8	257.3	119.5	151.6	85,846	150.5
1980	419.9	262.3	157.6	169.0	99,303	174.1
1981	419.8	259.6	160.2	168.9	100,397	176.0
1982	419.2	256.3	162.9	168.7	99,526	174.5
1983	426.3	258.9	167.4	171.5	100,834	176.8
1984	440.0	264.1	175.9	177.1	105,005	184.1
1985	450.5	266.5	184.0	181.3	107,150	187.9
1986 ¹	460.5	268.9	191.6	185.3	109,597	192.1
1987 ¹	470.5	271.3	199.2	189.3	112,440	197.1
1988 ²	477.8	272.5	205.3	192.3	114,968	201.6

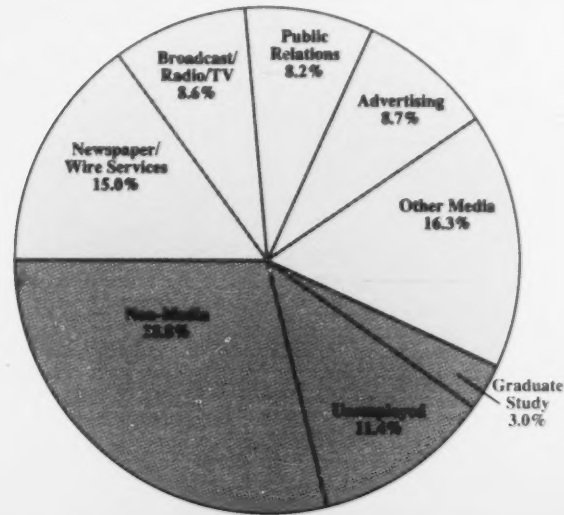
¹Revised figures

²Preliminary estimates

Source: U.S. Bureau of Labor Statistics, ANPA

Employment

Journalism School Graduates
Where they went to work 1987-1988



	1987	% of	1988	% of
	Graduates	Total	Graduates	Total
Newspapers/Wire Services	3,030	11.5	3,083	15.0
Broadcast/Radio/TV	2,582	9.8	1,768	8.6
Public Relations	2,582	9.8	1,685	8.2
Advertising	2,503	9.5	1,788	8.7
Magazines	395	1.5	514	2.5
Other Media	3,004	11.4	2,838	13.8
TOTAL-MEDIA HIRE	14,096	53.5	11,676	56.8
Graduate Study	1,871	7.1	617	3.0
Non-Media	7,220	27.4	5,920	28.8
Unemployed	3,163	12.0	2,344	11.4
TOTAL GRADUATES	26,350	100.0	20,557	100.0

Source: The Dow Jones Newspaper Fund Inc./Ohio State University School of Journalism

Weekly Newspapers

U.S. Weekly Newspapers and Circulation¹
1960-1989

Year	Total Weekly Newspapers	Average Circulation	Total Weekly Circulation
1960	8,174	2,566	20,974,338
1965	8,061	3,106	25,036,031
1970	7,612	3,660	27,857,332
1975	7,612	4,715	35,892,409
1980	7,954	5,324	42,347,512
1981	7,602	5,389	40,970,890
1982	7,666	5,875	45,035,092
1983	7,626	5,808	44,295,042
1984	7,547	5,710	43,092,465
1985	7,704	6,359	48,988,801
1986	7,711	6,497	50,098,000
1987	7,600	6,262	47,593,000
1988	7,498	6,894	51,691,451
1989	7,606	~~8,272~~ 6,959	~~\$~~ 2,919,846

¹Includes paid and free circulation newspapers

Source: National Newspaper Association

U.S. Daily Newspaper Circulation— 1988's 20 Largest

Average Daily Circulation¹

The Wall Street Journal	1,869,950 (m)
USA Today	1,338,734 (m)
New York Daily News	1,281,706 (m)
Los Angeles Times	1,116,334 (m)
The New York Times	1,038,829 (m)
The Washington Post	769,318 (m)
Chicago Tribune	715,618 (m)
Newsday	680,926 (all day)
The Detroit News	677,385 (all day)
Detroit Free Press	629,065 (m)
Chicago Sun Times	579,272 (m)
San Francisco Chronicle	559,312 (m)
New York Post	550,473 (m)
The Boston Globe	509,060 (m)
The Philadelphia Inquirer	502,756 (m)
The Newark Star-Ledger	462,084 (m)
The Cleveland Plain Dealer	444,884 (m)
Houston Chronicle	420,320 (m)
The Baltimore Sun	406,599 (m & e)
The Miami Herald	401,423 (m)

¹ABC FAS-FAX, Sept. 30, 1988

Source: Audit Bureau of Circulations

U.S. Newspaper Companies— 1988's 20 Largest

Ranked by Daily Circulation

	Daily Circulation ¹	Number of Dailies	Sunday Circulation ¹	Number of Sunday Editions
Gannett Company Inc.	5,944,055	88	5,735,346	66
Knight-Ridder Inc.	3,806,116	29	4,677,603	25
Newhouse Newspapers	3,017,836	26	3,521,767	22
Tribune Company	2,672,707	9	3,521,767	7
Times Mirror Co.	2,607,655	8	3,110,618	7
Dow Jones & Company Inc.	2,442,819	23	441,010	12
Thomson Newspapers Inc.	2,081,893	120	1,431,268	62
The New York Times Co.	1,857,927	27	2,402,619	17
Scripps Howard	1,640,554	23	1,726,225	11
Hearst Newspapers	1,438,435	14	2,539,896	11
Cox Enterprises Inc.	1,310,167	20	1,629,912	17
News America Publishing Inc.	1,091,751	3	528,099	2
MediaNews Group	1,063,384	18	1,091,801	13
Ingersoll Newspapers	1,051,550	37	964,134	23
Freedom Newspapers Inc.	945,202	29	959,126	20
Capital Cities/ABC Inc.	918,604	9	909,487	5
Central Newspapers Inc.	825,275	7	963,906	4
The Washington Post Co.	824,759	2	1,174,152	2
Donrey Media Group	798,066	57	780,717	50
Copley Newspapers	760,863	12	761,939	7

¹Average for six months ended Sept. 30, 1988

Source: Morton Research, Lynch, Jones & Ryan;
Audit Bureau of Circulations

Canadian Daily Newspapers

Total Number and Circulation 1946-1988

Year	Morning	Evening	Total M&E ¹	Total Circulation
1946	19	71	90	2,927,329
1951	18	73	91	3,563,907
1956	18	76	94	3,889,097
1961	17	84	101	4,091,025
1966	16	87	103	4,329,951
1971	24	89	113	4,826,870
1975	22	92	114	4,885,782
1980	25	95	120	5,391,724
1981	27	94	119	5,476,119
1982	25	93	116	5,578,286
1983	26	92	115	5,546,381
1984	26	90	113	5,557,932
1985	30	84	111	5,620,811
1986	31	82	110	5,681,850
1987	32	82	110	5,690,589
1988	34	81	111	5,735,124

¹There were four "all-day" newspapers in 1988. They are listed in both morning and evening columns but only once in the total.

Source: Audit Bureau of Circulations,
Canadian Advertising Rates and Data,
Canadian Daily Newspaper Publishers Association

Canadian Daily Newspaper Advertising Volume

The Growth of Newspaper Advertising and the Canadian Economy 1962-1988

Year	National (thousands)	Local (thousands)	Classified (thousands)	Total (thousands)	Index	Gross National Product ¹ (millions)	Index ¹
1962	\$ 52,321	\$ 91,294	\$ 40,439	\$ 184,054	100.0	\$ 42,927	100.0
1965	58,393	113,294	49,135	220,822	120.0	55,364	129.0
1970	64,433	164,704	72,255	301,392	163.8	85,685	199.6
1975	107,036	298,800	158,802	564,638	306.8	165,343	385.2
1980	199,935	535,347	252,023	987,305	536.4	297,556	693.2
1981	249,102	622,246	291,090	1,162,438	631.6	339,797	791.6
1982	222,504	659,533	267,687	1,149,724	624.7	358,302	834.7
1983	230,043	724,109	279,016	1,233,168	670.0	394,114	918.1
1984	276,734	766,377	310,169	1,353,280	735.0	431,249	1004.6
1985	311,910	803,001	359,839	1,474,750	801.3	464,446	1081.9
1986	336,839	866,731	422,911	1,626,481	883.7	489,929	1141.3
1987 ¹	367,000	925,000	490,000	1,782,000	968.2	533,085	1241.8
1988 ²	422,000	990,000	549,000	1,961,000	1065.4	570,060	1329.0

¹Revised figures

²Preliminary figures

Source: Statistics Canada Actuals 1962-1986,
MacLean-Hunter Research Bureau 1987-1988,
Canadian Daily Newspaper Publishers Association

Canadian Advertising

Comparison of Various Media 1987 and 1988

		1987 ¹ (thousands)	% of Total	1988 ² (thousands)	% of Total
Daily Newspapers	Total	\$1,782,000	24.0	1,961,000	24.4
	National	367,000	4.9	422,000	5.3
	Local	925,000	12.5	990,000	12.3
	Classified	490,000	6.6	549,000	6.8
Television	Total	1,177,500	15.9	1,248,100	15.5
	National	911,700	12.2	975,519	12.1
	Local	265,800	3.6	272,581	3.4
Radio	Total	648,486	8.7	680,900	8.5
	National	153,247	2.0	163,400	2.0
	Local	495,239	6.7	517,500	6.5
Weekend Supplements	Total	28,900	0.4	26,700	0.3
Weeklies, semi, tri, etc. (including controlled distribution)	Total	539,600	7.3	620,200	7.7
	National	35,900	0.5	41,100	0.5
	Local	503,700	6.8	579,100	7.2
Magazines, General		235,000	3.1	272,600	3.4
Business Papers		170,100	2.3	176,900	2.2
Farm Papers		20,200	0.3	21,200	0.3
Directories, Phone, City		443,000	6.0	474,000	5.9
Religious, School & Other		67,924	0.9	78,100	1.0
Other Print	Total	1,700,049	22.9	1,811,400	22.6
Outdoor	Total	610,000	8.2	658,800	8.2
TOTAL ALL MEDIA		7,422,759	100.0	8,029,900	100.0

¹Revised figures

²Preliminary estimates

Source: MacLean-Hunter Research Bureau.
Canadian Daily Newspaper Publishers Association

More Facts . . .

☆ Sixty-four percent of American adults read a daily newspaper on the average weekday. Six out of 10 adults also read a Sunday newspaper.

☆ The average U.S. newspaper reader spends 62 minutes reading the Sunday newspaper and 45 minutes reading one or more daily newspapers on an average weekday.

☆ An average of 2.12 persons read each of the nearly 63 million U.S. daily newspapers circulated every weekday.

☆ Americans spent \$8.4 billion for daily and Sunday newspapers in 1987.

☆ Advertising expenditures in U.S. daily newspapers increased by 6.1 percent in 1988 to a total of \$31.2 billion, \$5 billion more than its nearest competitor, television.

☆ Canadian dailies continue to lead all other media with 24.4 percent of total Canadian advertising revenues—television ranked second with 15.5 percent.

☆ Newspaper employment in the United States increased by 7,300 in 1988 to a total of 477,800, according to preliminary estimates by the U.S. Bureau of Labor Statistics.

☆ Total newspaper employment over the past three years increased by more than 27,000. Female employment increased by 21,300. Women constitute 43 percent of the total newspaper workforce.

☆ Almost 57 percent of the 20,557 journalism and mass communications college graduates found media jobs within eight months of graduation in 1988.

☆ Newspapers and wire services again hired the largest number of graduates, 15 percent of the total graduates.

☆ U.S. and Canadian newspapers reported capital investments of almost \$1.5 billion in new plant construction, improvements and new equipment in 1988.

☆ The predominant single-copy street-sale price of U.S. daily newspapers remained at 25 cents in 1988 with 885 newspapers (53.9%) selling at that price.

☆ Seven hundred twenty U.S. dailies (43.9%) sold for more than 25 cents, an increase of 151 newspapers over 1987 figures. Five hundred thirty-three dailies (32.5%) sold for 35 cents. The average price of all U.S. dailies was 29 cents.

☆ The predominant price for U.S. Sunday newspapers remained 75 cents with 264 newspapers (31.8%) selling at that price. Two hundred eight Sunday editions (25.1%) remained at 50 cents, while 199 (24%) sold for \$1.00 and another 72 (8.7%) sold for \$1.25.

☆ Daily newspapers continue to lead all other U.S. advertising media with 26.3 percent of total advertising expenditures. Television ranked second with 22 percent and direct mail placed third with 17.9 percent.

☆ Total U.S. advertising expenditures in 1989 are expected to exceed \$125 billion with newspapers' share estimated at more than \$32 billion.

☆ Canadian daily newspaper readership surveys conducted in 1988 indicated 7.9 million Canadian adults, 67 percent of the total adult population, read a daily newspaper on the average weekday. Canadian readers spend an average of 58 minutes reading their daily newspapers.

☆ Advertising revenues for Canadian daily newspapers increased 10 percent in 1988 to a total of \$1.96 billion, \$700 million more than Canadian television revenues.

☆ Daily newspapers are published in 1,516 U.S. cities. One hundred cities have two or more dailies.

☆ Forty-three U.S. cities have two or more separately owned, competing newspapers, including 18 cities with newspapers publishing under joint operating agreements.

☆ Group ownership of U.S. daily newspapers increased by 35 newspapers to a total of 1,247 newspapers representing approximately 76 percent of total U.S. dailies and 83 percent of total circulation.

☆ U.S. daily newspapers in 1988 consumed 9.2 million metric tons of newsprint, 74.7 percent of total U.S. newsprint consumption by all users.

☆ Fifty-seven percent of all newsprint used in the United States comes from Canada. U.S. mills provide about 40 percent with less than 3 percent from overseas sources.

☆ The average price of all U.S. Sunday newspapers increased to 75 cents.

☆ Eighty-four percent of U.S. daily newspapers are printed by offset and 14 percent by letterpress. Two percent utilize both printing methods.

☆ Offset printed newspapers represent 58 percent of total U.S. daily circulation, letterpress constituted 31 percent and combined methods totaled almost 11 percent.

☆ Youth carriers now constitute 73 percent of total U.S. daily newspaper carriers compared with 90 percent 10 years ago.

☆ The total number of U.S. newspaper groups remained the same at 143 groups.

☆ Media correspondents and editors listed in a Washington, D.C., media directory increased to 4,529 in 1988, the largest concentration of journalists in the world.

About ANPA

ANPA is an international trade association serving more than 1,400 member newspapers—mostly U.S. dailies, although membership includes non-dailies and newspapers published in Canada and elsewhere in the Western Hemisphere, Europe and the Pacific. ANPA-member newspapers publish 90 percent of the total U.S. daily circulation and more than 80 percent of the daily circulation in Canada.

ANPA was founded in 1887 by executives from 46 U.S. and Canadian newspapers. Headquartered in New York City for 85 years, ANPA moved to The Newspaper Center in Reston, Va., near Washington, D.C., in 1972

ANPA Membership by Circulation (As of March 15, 1989)

Circulation Group	Number of Member Newspapers	Percent of Total Membership
Under 5,000	179	12.58
5,001-10,000	241	16.94
10,001-15,000	196	13.77
15,001-25,000	232	16.30
25,001-50,000	262	18.41
50,001-100,000	163	11.46
100,001-250,000	100	7.03
250,001-500,000	28	1.97
500,001-1,000,000	14	0.98
Over 1,000,000	8	0.56
	1,423	100.00

Facts About Newspapers is published annually by the American Newspaper Publishers Association as a service to the newspaper business and to the general public.

ANPA's mission is "to advance the cause of a free press, and to ensure that newspapers have the economic strength essential to serve the American people." In pursuing these goals, ANPA works:

- To enhance the worldwide ability of newspapers to cover, transmit and publish the news freely and fairly.
- To represent the newspaper business in dealings with the government, the courts and others
- To help newspapers strengthen their readership, circulation, market coverage, customer service, editorial excellence, distribution efficiency and printing quality
- To assist newspapers in enhancing their operating effectiveness, particularly by anticipating and understanding socio-economic trends, future developments in technology and public policy; and by furthering workplace diversity
- To disseminate widely information to and about the newspaper business

- To strengthen ANPA's service to newspapers in cooperation with other organizations representing all facets of the business.

ANPA maintains close, cooperative relationships with other newspaper and journalism organizations. In addition to ANPA Foundation and ANPA Credit Bureau Inc., The Newspaper Center is headquarters for 12 other key newspaper organizations:

- American Association of Sunday and Feature Editors
- American Society of Newspaper Editors
- International Circulation Managers Association
- International Newspaper Advertising and Marketing Executives
- International Newspaper Financial Executives
- International Newspaper Marketing Association
- National Association of Black Journalists

- Newspaper Association Managers Inc.
- Newspaper Personnel Relations Association
- Nihon Shinbun Kyokai (Japanese Newspaper Publishers and Editors Association)
- Society of Newspaper Design
- World Press Freedom Committee

ANPA is a member of the International Federation of Newspaper Publishers (FIEJ), the World Press Freedom Committee and the International Press Telecommunications Council.

ANPA serves the varied needs of its member newspapers through a number of departments.

Membership—maintains close contact with member newspapers to ensure that they are aware of all ANPA services available to them and to expedite their service requests; develops cost-saving programs to encourage membership.

Circulation and Readership—monitors and reports on all matters pertaining to circulation and readership; develops and produces materials to assist newspapers in their circulation and readership programs; maintains bibliography of publications and consultants in this specific interest area.

Legal and Government Affairs—represents the interests of newspapers before the courts, legislative bodies and regulatory agencies of government both at state and federal level; monitors and provides member newspapers with information on legal and government issues affecting newspaper operations including free press, business, tax, postal and international matters.

Industry and Public Affairs—coordinates ANPA liaison with other national, state and regional newspaper business associations; conducts press and public relations functions of

Human Resources—monitors and provides information to assist newspapers in formulating labor policy, contract negotiation strategy, arbitration preparation, union-management relations, EEO and affirmative action policy, personnel relations and wage and hour matters; conducts industry compensation survey; supervises ANPA Minority/Female Job Bank. Training Services conducts educational programs for all managerial levels in developing management skills, compensation and benefit training, strategic planning, and labor and employee relations.

Technical Research—initiates design, development and construction of prototype equipment or systems; evaluates new ideas, equipment and designs; provides technical expertise, testing and advice in environmental areas; develops computer software and hardware prototype for newspapers; develops raw material

Telecommunications Affairs—tracks new competitive and technology developments; analyzes industry trends and identifies new business opportunities; conducts industry research, sponsors seminars, and evaluates new information technologies and competitive services.

ANPA Foundation—a non-profit organization chartered in 1961 "to encourage in the broadest and most liberal manner the advancement of freedom of speech and of the press." Seeks to develop informed and intelligent newspaper readers through its Newspaper in Education and literacy programs; to enhance opportunities for minorities in newspapering; to develop and strengthen public understanding of a free press; to advance professionalism of the press.

ANPA sponsors two major meetings annually for its members:

the Association; performs publications policy review and edits publications; responds to queries about the newspaper business and the Association from member newspapers, working press and the public.

Meetings Management—provides cost effective services to member newspapers and industry groups to reduce expenses of meeting participation at industry conferences, seminars, conventions and symposia; supports ANPA's cost saving programs for newspapers in hotel rates, airline travel discounts, car rental discounts and ANPASURE® casualty insurance.

presstime—monthly journal of ANPA, covers all aspects of the newspaper business; includes in-depth analysis of current issues and trends in the business; keeps member newspapers abreast of the activities of the Association.

improvements such as ink, newsprint, etc.; develops testing procedures, production aids and troubleshooting guides.

Technical Services—provides in-plant consultation and evaluation in all areas of newspaper technical operations; develops and conducts "hands-on" training programs in existing and new technology; manages and conducts the annual ANPA Technical Exposition and Conference; gathers and disseminates technical information through **presstime** and other Association publications.

Newsprint—works to ensure that newspapers have an adequate supply of newsprint at a fair price; monitors and provides data on consumption, supply, price, production, shipment, mill capacity, ownership and labor contracts, tariff laws, development of kenaf; coordinates ANPA/ICMA Safe Driving Campaign.

- **The Annual ANPA Convention** includes the Association's annual meeting for official business and features a three-day program of speakers, panels and discussion sessions on matters of interest to the newspaper business.

1989—Chicago, April 24-26

1990—Los Angeles, April 23-25

1991—Vancouver, May 6-8

1992—New York City, May 4-6

- **The Annual ANPA Technical Exposition and Conference** combines five days of the largest annual trade show of newspaper systems and equipment with a conference program designed to help improve newspaper production operations. Future technology is featured.

1989—New Orleans, June 10-14

1990—Las Vegas, June 16-20

1991—Las Vegas, June 8-12

1992—Atlanta, June 6-10